

ВЫЗОВЫ РОССИЙСКОГО РЫНКА ДЛЯ ИНОСТРАННЫХ КОМПАНИЙ

Аннотация

Выход страны на международный рынок для расширения бизнеса – непростая задача в наши дни, хотя расширение для любого бизнеса – это ключ к успеху. В данной статье речь идет о вызовах, с которыми сталкиваются международные компании, выходя на один из самых больших рынков мира – Россию. Российская экономика развивается быстрыми темпами и имеет огромный потенциал для глобальных начинаний. Тем не менее, малые и средние компании часто сталкиваются с проблемами в таможенном процессе из-за повышенного уровня администрирования. В этом контексте в статье подчеркивается роль правительства страны, поскольку именно оно может вводить налоги, высокие таможенные пошлины на импорт и торговлю и другие виды сборов. В то же время, правительство может предоставлять льготы, такие как отсутствие налога в течение первых трех лет или предоставление свободной земли для производства. Следующий вызовы, рассматриваемые в статье – это правовая система и юридические формальности страны, ее экономическое положение, так как это определяет потенциальный размер рынка и покупательскую активность потребителей. И последний, но не менее важный вызов, который будет обсуждаться в этой статье – это коррупция. Она рассматривается как ключевой элемент для любого предприятия перед выходом на внешний рынок. Все вышеперечисленные вызовы анализируются в данной статье.

Ключевые слова: бизнес в России, вызовы ведения бизнеса в России.

S. Gupta

WHAT IT MEANS TO DO BUSINESS IN RUSSIA: THE OPINION OF INDIAN ENTREPRENEURS

Abstract

Expansion of business is always said to be a key element for expansion of a business and expansion of business Russia is great deal and step because of its huge potential in global undertaking. And business in Russia for the Indian businessman will always be successful step because of the bilateral relation of both the countries as these both countries share good economic and political relations from the time of USSR, many MOU's has been marked and signed between both the countries so government of both the countries have open their doors for each other for the business and investment as they have an target to boost the economy of trade by 2025.

And this article really going to help Indian businessman to get an idea of relations between India and Russia that how they can make most out of it and also some of the shared experiences of Indian business who are already running their business in Russia successfully,

So in this article there is discussion about the bilateral relations of India and Russia and also the opinion of Indian entrepreneurs who are already established their business in Russia and successfully running it, like what they personally think about of doing business in Russia and what they comment about their struggle while establishing it.

Keywords: Indo-Russian Relations, Business in Russia, Indian Business in Russia.

Any foreign/global company step into another country only to make its business more profitable and more successful. And there are few major important things a one businessman always keeps it in their mind like political relations, bilateral relations, friendly relations, cultural changes, present economic/trade relations etc.

These above points that have mentioned are crucial for any business when its step to another country, and if we talk about Indian business in Russia then from the USSR only India and Russia maintain good relations although Russia always been helpful towards India.

The Annual Summit meeting between the Prime Minister of India and the President of the Russian Federation is the most elevated systematized discourse instrument in the key association among India and Russia. So far 20 Annual Summit gatherings have occurred then again in India and Russia. Head administrator visited Vladivostok from September 4-5, 2019 for the twentieth India-

Russia Bilateral Summit and as the Guest of Honor for the fifth Eastern Economic Summit. 14 MoUs in the fields of Trade and Investments, safeguard collaboration, Road Transport and participation in oil and gas areas were marked during the visit of Prime Minister. He likewise met the Prime Minister of Japan, the President of Mongolia and the Prime Minister of Malaysia uninvolved and tended to the Eastern Economic Forum. President Putin visited New Delhi from October 04-05, 2018, for the nineteenth India-Russia Annual Bilateral Summit. He held authority chats with the Prime Minister and furthermore met the President of India. 8 MoUs were marked during the visit in the field of business and venture, common atomic collaboration, space, transport and so forth. Both the pioneers mutually tended to the India-Russia Business Summit and collaborated with the skilled offspring of India and Russia.

Aside from the yearly summits, the resistance pastors of the two nations find the opportunity to meet normally as they co-seat the Inter-Governmental Commission on Military Technical Cooperation (IRIGC-MTC). These yearly gatherings try to survey resistance collaboration between the two nations. India's outer issues serve is the co-seat of the Inter-Governmental Commission on Trade, Economic, Scientific, Technological and Cultural Cooperation (IRIGC-TEC), while the Russian side is spoken to by the appointee PM. Other clerical level gatherings likewise happen yearly, guaranteeing normal contacts at various degrees of the legislature between the two nations.

PM met President Putin uninvolved of the BRICS summit in Brasilia on November 13, 2019. They inspected the reciprocal collaboration and President Putin again stretched out his solicitation to PM for the festival of 75th commemoration of Victory Day in Moscow on ninth May 2020.

PM Narendra Modi and President Vladimir Putin held their first casual Summit in the city of Sochi in the Russian Federation on May 21, 2018. The Summit gave an event to the two chiefs to extend their kinship and to trade sees on global and territorial issues, with regards to the custom of significant level political trades among India and Russia.

On April 12, 2019, President Putin marked the Executive Order on Awarding PM Russia's most elevated state enhancement - Order of St Andrew the Apostle. The request was introduced to PM for his recognized commitment to the advancement of a special vital association among Russia and India and well-disposed ties between the Russian and Indian people group

Some of the opinions of Indian entrepreneurs doing business in Russia:

1) Now one of the fastest-growing and largest pharma companies in Russia – Pharmasynthez is a venture started by student from India, a country famous for its pharma sector. Vikram Punia from Jaipur was studying to be a doctor when he learned about an exchange program with Russia, so he decided to give it a go. The scholarship wasn't huge, so he worked on the side peddling anything from women's tights to beer.

In the long run he began providing medication in the Irkutsk, acquiring his first \$1 million all the while. Later on, together with his friends, they put this cash into their own organization which throughout the most recent 20 years has developed to incorporate five production lines, 50 percent of all antituberculous drugs, and 45 percent of all antiretroviral drugs in Russia.

"I took all the cash I had earned, made courses of action with the bank and the organization, acquired undertaking organizers, and began building a pharma plant in Irkutsk. It took us two years to construct the manufacturing plant, and afterward we began to make drugs for treating tuberculosis. I brought in my cash back decently fast," Punia reviews, before including that there were a few knocks en route. His organization needed to live through "a few emergencies, dismantling, racketeering, and mishaps."

Inevitably Punia surrendered his Indian visa, took Russian citizenship, moved to Moscow, and purchased out the organization from his accomplices. In 2017 he got a Russian state decoration for his accomplishments in business and became co-director of the Russia-India Business Council.

Those interested in doing business in Russia should keep a few things in mind, says Punia, namely, come with a good business idea, be open, and don't try to cheat your partners. Also don't be afraid of challenges and try to integrate yourself into Russian society. "It's important to try to understand the Russian mentality. You know the old saying "when in Rome..." Russian people are open,

straightforward, and sincere. It's also important to build rapport with everybody you work with. Of course, this doesn't mean you have to spend your whole time here doing shots of vodka at the banya," Punia

2) One more Indian businessperson chose to change the circumstance in the wake of springling \$300 on a lodging during an excursion for work to Russia. In September 2015 he concocted Azent, a web index for vacationers and specialists to discover the best modest inns in Russia and propelled the stage in mid-2017.

With a beginning capital of \$220,000, Sharma constructed his startup without any preparation: Making contacts in the Russian vacationer industry, discovering representatives and above all meeting and interfacing with many Russian private inns and inciting a large number of them to improve their degree of administration, offering free preparing, and appointments from his foundation.

"During many years here now, I have had great relationships with our Russian partners, and also really encouraging and positive engagements with officials. With a doubt, at no point of time, have I ever felt unwelcome," he continued.

Now his company works with 130 Russian hotels in major cities like Moscow, St. Petersburg, Sochi, and Kazan and has big plans for expansion to the CIS countries. Azent cashes in on bookings made via the website (15 percent commission) and offers a full refund if a customer isn't satisfied with the service provided by the hotel. Over six months of work there have been no complaints and Azent earned 2,000,000 rubles (\$31,540) from 500 bookings – a modest figure but as Sharma says, revenues double every month so he's optimistic it will pay off soon.

The secret to setting up a firm and doing business in Russia, according to him, is to understand that Russia is a different country with its own rules. "Recognize that, and respect that. When in Russia, do as the Russians do," he recommends, noting that it is easier to do business in Russia compared to India. "The key is to understand the history of this magnificent country – it will stand you in good stead. And learn Russian."

3) The Shreya Life Sciences is Indian based Pharmaceutical company. The company's head office is in Mumbai, India. Shreya Life Sciences Private Limited distributes pharmaceutical products. The Company markets antibiotics, anti-infective, ophthalmological, pain management, surgical, and diabetic rage products. Shreya Life Sciences serves customers worldwide. It is globally admired Pharmaceutical company for world-class quality and innovation.

And mission is to be a 10 billion company by the year 2021-22. Also, amongst the top 25 Pharmaceutical companies of India by the year 2021-22 and to achieve this objective through both organic and inorganic growth. With Expansion of business to all continents by 2021-22.

The company's strategic business units are in Mumbai (India), Moscow (Russia), Tashkent (Uzbekistan), Kiev (Ukraine), Almaty (Kazakhstan), Minsk (Belarus).

Table

Challenges of the Russian Market for your company	1	2	3	4	5
Bureaucracy, difficulties in dealing with authorities			#		
Language barrier			#		
Non-transparent and arbitrary laws					#
High tariffs and other entry barriers			#		
Corruption				#	
Cultural difficulties in doing business with Russians				#	
Unstable political and economic situation	#				
Legal and other changes which occur "overnight"		#			
Non-reliable suppliers and buyers	#				
Other competition, travel difficulties			#		

Interviewed with one their employee and "answered that in 6 countries and all of them are operated by the company's subsidiaries, an agent is involved in it to deal with cultural, language, political and other few challenges.

Pharmaceutical is a little behind the degree of is area, this comprises a good advantage for Shreya life Sciences on the grounds that in Russia there is an incredible demand of Medicines and the firm is appreciated because of its knowledge and willing to share with its customers.

Another test is made up by the language since not many individuals communicate in English in Russia. This issue is dodged by Shreya Life Sciences with the agent that is Russian. However, another issue respects Arbitrary laws. Employee revealed to us that they had an issue with a client, and he was considering the chance to go before a court, yet the agent discouraged him in light of the fact that in Russia you can not realize which will be the result. The last primary test is corruption. Shreya Life Sciences has never managed it, yet it is away from nearness of the corruption. However, their employee said that they believe they are losing a few organizations in light of the fact that the organization isn't engaged with corrupted dealings.

As by the above findings and opinions are businessman of present scenario they are quite happy for doing in business in Russia even a successful one.

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C. Гупта

БИЗНЕС В РОССИИ: МНЕНИЕ ИНДИЙСКИХ ПРЕДПРИНИМАТЕЛЕЙ

Аннотация

Расширение всегда считается ключевым элементом для ведения бизнеса, а расширение бизнеса в России – это большой шаг для компании, поскольку Россия имеет огромный экономический потенциал. Россия и Индия имеют хорошие экономические и политические отношения со времен СССР, между странами подписано большое число меморандумов о сотрудничестве, обе страны ставят цель повышения темпов развития своих экономик к 2025 году. В статье речь идет о двусторонних отношениях Индии и России, а также о мнении индийских предпринимателей, имеющих бизнес в России, о тех барьерах, с которыми они столкнулись при его создании.

Ключевые слова: Индийско-Российские экономические отношения, бизнес в России, Индийские предприниматели в России.

L. Ishakova

INTERNATIONAL LANGUAGE ONLINE PROJECTS AS A SOFT POWER RESOURCE: COMMUNICATIVE ASPECT¹

Abstract

The author considers the activities of international linguistic Internet projects in the context of soft power theory. Currently, countries compete with each other in terms of attractiveness for tourists, potential residents, educational and labor migrants. At the same time, the so-called soft power of countries can play a significant role in shaping such attractiveness. Modern researchers and authors of soft power ratings of States identify such elements of soft power as the political system, government, business, education, culture, language, digitalization, etc. As we can see, international linguis-